



## MEMORANDUM

**TO:** Mayor and Council Members

**FROM:** Sara Hensley, CPRP, Interim Assistant City Manager

**DATE:** June 29, 2018

**SUBJECT:** Update on Graffiti Efforts

The purpose of this memorandum is to provide an update on the City's graffiti efforts. By continuing to convene highly qualified individuals from more than ten departments we have made significant progress.

### Graffiti Steering Team & Charter

The Graffiti Steering Team (GST) has been finalized with commitment from the following individuals who have agreed to take on graffiti-related duties. I want to personally thank them, as well as their Directors, for committing to this important initiative.

- Chair: Jim Dale, Austin Transportation Department (ATD)
- Project Managers: Sammi Curless, Austin Energy (AE) and Lauren Seyda, ATD
- Prevention Lead: Kyle Smith, AE
- Abatement Lead: Sonny Chandler, Parks and Recreation Department (PARD), Derrick McKnight, Austin Public Health (APH), and Jeremy Myers, Downtown Austin Community Court (DACC)
- Enforcement Lead: Brian Robinson, Austin Police Department (APD)
- Data Lead: Chandra Perez, Austin 3-1-1 (3-1-1)

The team approved the GST Charter, which provides a framework for success, including responsibilities of GST members and anticipated deliverables.

### Joint Communications Team

The GST organized a Joint Communications Team with public information staff from all departments affected by graffiti. This strategy, used with other multi-departmental initiatives, will provide high level coordination to direct and address media inquiries to the appropriate departments, and ensure consistent information and messaging are communicated. Project Managers will regularly convene public information staff from ATD, 3-1-1, PARD, APH, and the Communications and Public Information Office to provide updates on graffiti-related activities.

### Graffiti Backlog Reduction Effort & Improved Efficiencies

The spring 2018 graffiti backlog reduction effort began with 149 total reported tags on public property that were overdue dating back to June 2017. Downtown Austin Community Court abated approximately 100 tags in City Council District 9, and the APH Youth Development program abated the remaining tags throughout the city. Following this success, the GST developed a more effective strategy for routing graffiti customer service requests. As piloted for the graffiti backlog reduction effort, DACC will continue to abate public property in District 9 which sees the highest number of graffiti reports, as they work seven days a week. The APH Youth Development Program will abate public property in all other Council districts, while PARD will continue to abate graffiti on park property. The GST plans to further refine abatement responsibilities across departments, potentially leading to partnerships that will more effectively achieve results without additional funding or resources.

### Art in Public Places (AIPP) TEMPO 2D Mural Program

TEMPO 2D is a new AIPP program focused on sharing temporary mural arts with Austin residents and visitors alike. This is an extension of AIPP's TEMPO program. Through TEMPO 2D, artists are encouraged to create murals that reflect the program goals of TEMPO and the locations they propose to install artwork. Twelve artists have been selected to create temporary murals throughout Austin on pre-selected walls and surfaces, most of which were identified by the Graffiti Core Team as regularly tagged locations. These artists are currently engaging with community members and creating preliminary designs. Artwork will be installed this fall and stay on display through fall 2019. Metrics will be collected on the number of tags the professional murals receive during their installation to determine the efficacy of murals as a graffiti deterrent.

### "Make Art Not Marks" Booth at Austin City Limits (ACL)

The GST submitted an application to have a booth at ACL again this year to promote the City's "Make Art Not Marks" graffiti initiative. Like last year, the GST will inform the community and guests of efforts by the City to prevent graffiti through collaboration with the artist community. We also share how to report graffiti by calling 3-1-1. The Steering Team hopes to collect metrics before and after ACL to see if there was a significant change in Austin 3-1-1 reports.

### Consistent Data and Reporting Structure

The GST will work with the relevant departments to ensure consistent data is collected during abatement activities, including square footage of tags, number of tags, labor hours, etc. This information will provide a more accurate snapshot of the City's existing capacity and better data for decision-making regarding resource allocation.

Thank you for your continued support and do not hesitate to contact me if you have questions.

CC:            Spencer Cronk, City Manager  
                Assistant City Managers  
                Department Directors  
                Graffiti Steering Team